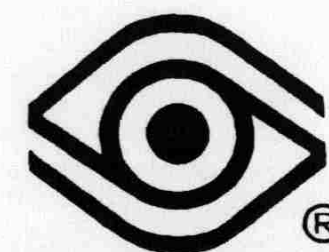


EIUF MEETS THE PRESS

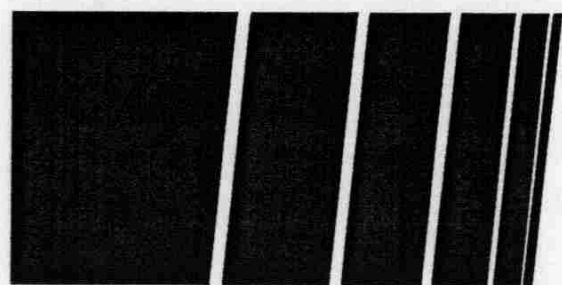


A Concept Proposal by
Dr. Wolf SIEGERT, IRIS^R Media

On the occasion of the
EIUF Steering Committee Meeting
in Brussels, September 14th 1992



PRESS RELATIONS WITH IRIS

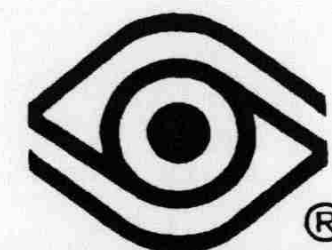


THE CONCEPT AT A GLANCE



- 1 EIUF needs the press
- 1 EIUF targets the press
- 1 EIUF meets the press

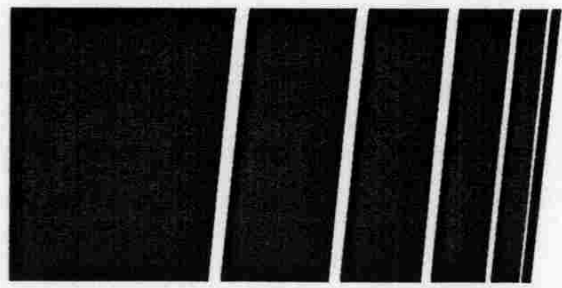
- 1 The press meets at EIUF
- 1 The press targets EIUF
- 1 The press needs EIUF



PRESS

RELATIONS WITH

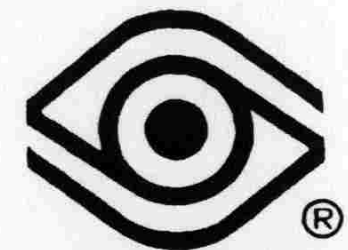
IRIS



GUIDING PRINCIPLES



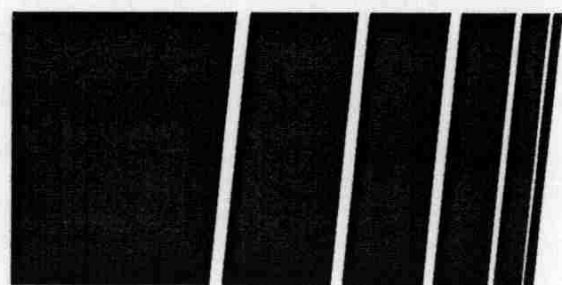
- 1 Quality before quantity
- 1 Special interest groups come first
- 1 Long-term-relations
- 1 Formal & informal contacts
- 1 Contacts in writing & in person
- 1 National or English language has priority
- 1 Regional / national / international



PRESS

RELATIONS WITH

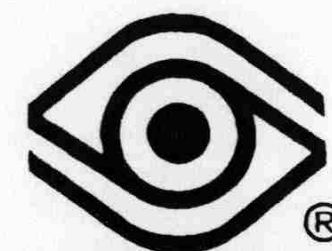
IRIS

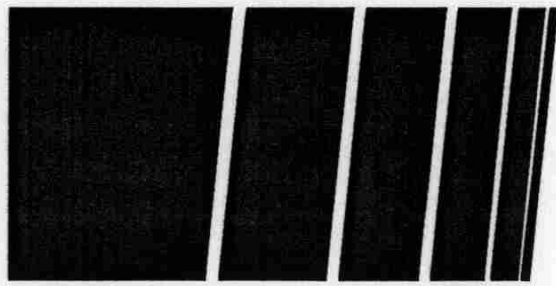


SETTING IT UP



- 1 Targeting needs
 - what kind of press
 - what kind of media
 - what kind of journalist
- 1 Identifying sources
 - institutional research
 - personal research
- 1 Addressing
 - institutional contacts
 - personal contacts





THE MESSAGE



1 Philosophy

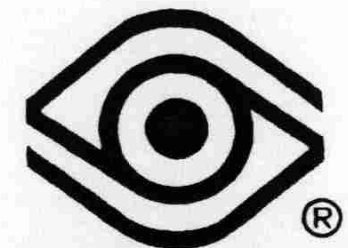
- as little as necessary
- as simple as possible
- as informative as needed

1 Contents

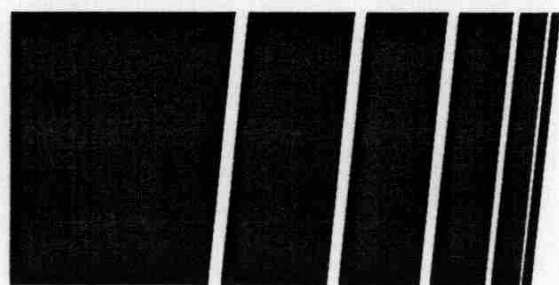
- general introduction
- summary of special interest items
- detailed materials upon request

1 Means of presentation

- personal introduction
- tutorials
- written materials



PRESS RELATIONS WITH IRIS



THE MEANS



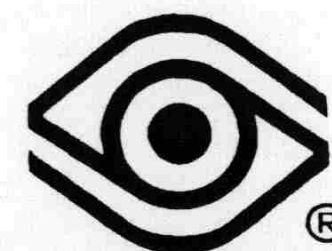
European ISDN User Forum

1 Information

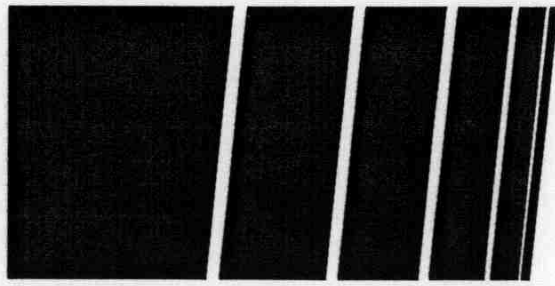
- handouts
- ASCII-file 2 DD 3,5 inch disks
- application demos

1 People

- EIUF-members as *personal press partners*
- special interest themes represented by *ppp*
 - » users
 - » suppliers
 - » organizers



PRESS RELATIONS WITH IRIS



SUPPORT

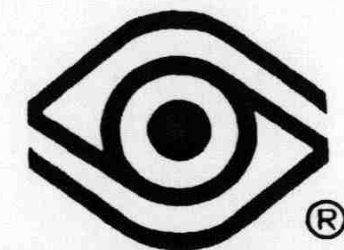


1 Services

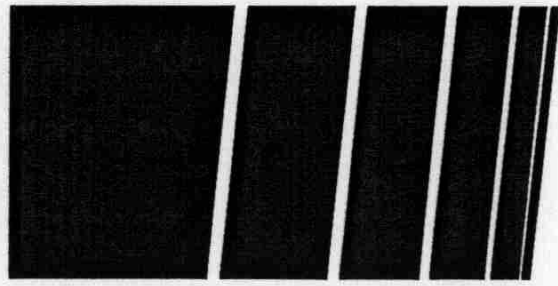
- logistics
- tele-communications
- press officer
- local
- extras

1 Tools

- press badges
- logo
- bags
- etc.



PRESS RELATIONS WITH IRIS

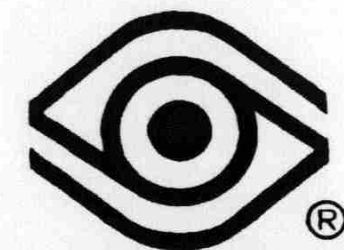


LOCATIONS

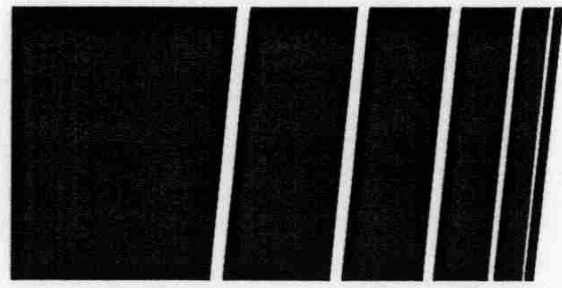


1 Planning & Preparation & Evaluation

- permanent location
 - » Brussels
- temporary locations
 - » Forum organizer
- locations upon request
 - » IRIS^R Berlin, Mannheim



PRESS RELATIONS WITH IRIS

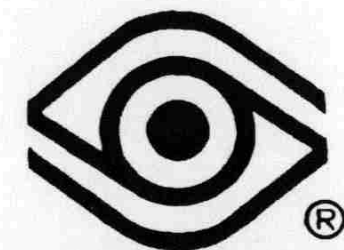


EVENTS "ON LOCATION"

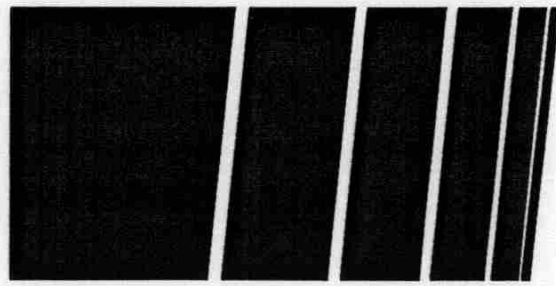


1 Forum & other events

- location transfer from the
 - » EIUF office
 - » Organisers office
 - » IRIS officeto the Forum-location
- coordination with other event frameworks
- EIUF representation



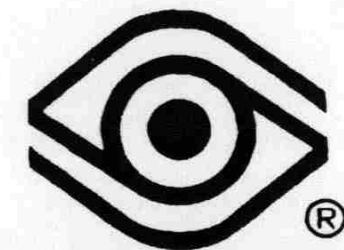
PRESS RELATIONS WITH IRIS

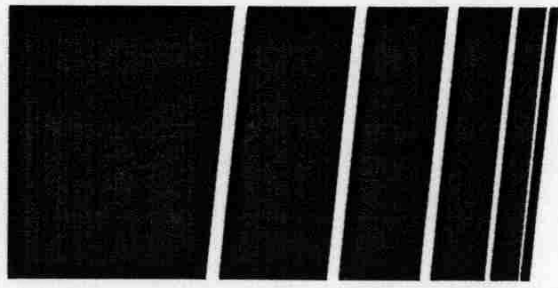


BEFORE THE EVENT



- 1 **Making contacts**
 - organizational level
 - personal level
- 1 **Inviting the press**
 - in writing
 - personal follow-up
- 1 **Organizing travel and accomodation**
 - looking for a "victim"
 -

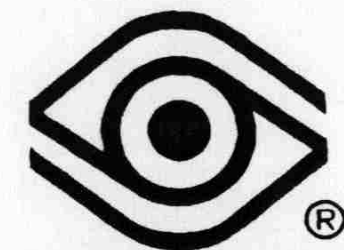




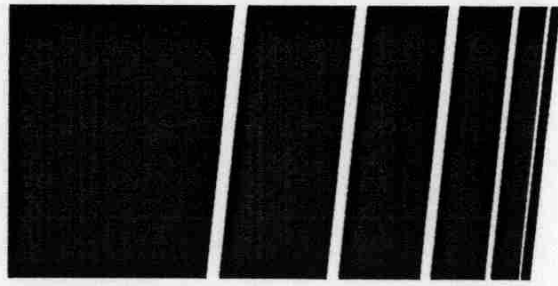
DURING THE EVENT



- 1 Greeting the people
 - welcome
 - reception dinner
 - press meetings
- 1 Building relationships
- 1 Asking for feedback
 - questions
 - interview partners
 - backgrounder
 - potential publication purposes



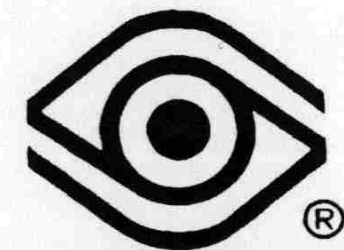
PRESS RELATIONS WITH IRIS



AFTER THE EVENT



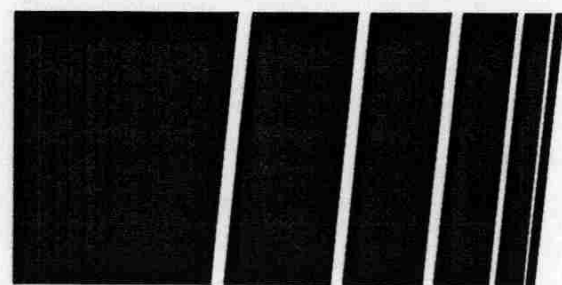
- 1 Giving supplementary support
- 1 Inquiring about publications
- 1 Asking for personal comments
- 1 Requesting the published statements
- 1 Following up



PRESS

RELATIONS WITH

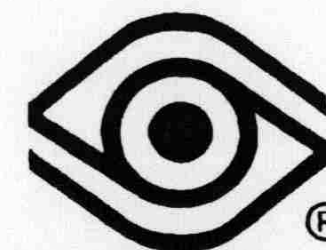
IRIS



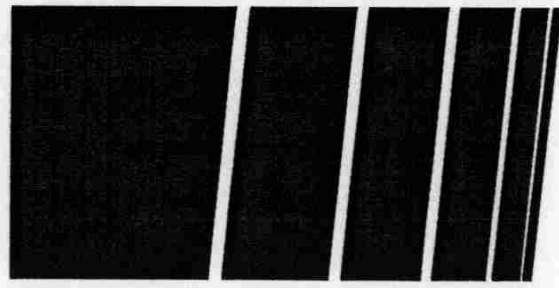
TIME SCHEDULE



- 1 **Set-up phase**
 - planning: ASAP
 - initial set-up: ASAP
 - permanent update
- 1 **Contacts**
 - forum preparation: F - 2 months
- 1 **Evaluation**
 - initial format set-up: ASAP
 - forum follow-up: F + 1 month
 - permanent update



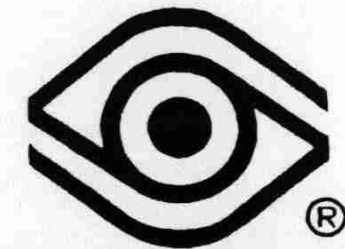
PRESS RELATIONS WITH IRIS



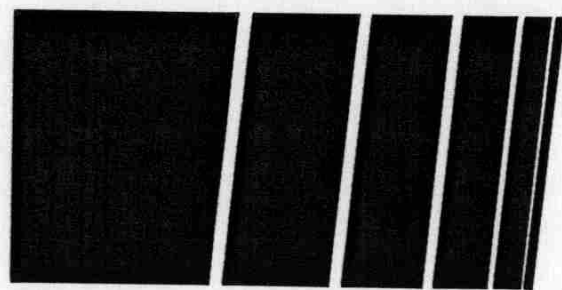
PREPARATION OF EVENTS



- 1 **EIUF SC meetings**
 - participation
 - suppl.: one day before & one day after
- 1 **EIUF**
 - participation
 - suppl.: one day before & one day after
- 1 **Forum set-up**
 - one day at the organizers
 - five days at IRIS
- 1 **Forum follow-up**
 - five days at IRIS



PRESS RELATIONS WITH IRIS



RENUMERATIONS



1 Per invoice

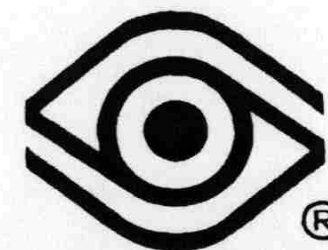
- travel
- lodging
- communications
- equipment

1 Per day

- IRIS^R / VISION Group / individual tariffs
- EC tariffs

1 Per job

- written material
- personal relations
- coordination / organization



PRESS RELATIONS WITH IRIS